**Ameren Missouri Heating and Cooling Program**

*Lead Generation FAQs*

**Q: Who is eligible to receive leads?**

A: Participating contractors in good standing who have opted in to receive leads.

**Q: How does my company opt in to receive leads?**

A: Complete the lead generation [submission form](https://amerenpartnercpa.wufoo.com/forms/hvac-program-lead-generation-optin-form/).

**Q: How will you determine which contractors receive leads?**

A: Leads will be randomly assigned to contractors whose HVAC offerings match information provided by potential customers and are located within 25 miles of the prospect’s address.

**Q: How many contractors will receive the same lead?**

A: Depending on the prospective customer’s preference indicated on their request, one to four qualified participating contractors may receive the same lead.

**Q: How will we know if we are assigned a lead?**

A: You will be notified by email (to the address provided on the submission form) if you are assigned a customer lead. You will then login to the Lead Generation Portal to see the customer’s information.

**Q: How long do I have to contact the prospective customer?**

A: You should contact the prospective customer as soon as possible, no longer than 2 business days after receiving the lead.

**Q: What if I have additional questions?**

A: Please contact your Ameren Missouri Heating and Cooling program account manager with any questions or concerns.